<center>IN THE CLAIMS</center>

Please cancel claims 1-12 without prejudice or disclaimer.

Please add claims 19-20 as indicated below.

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claims 1-12 (cancelled)

Claim 13 (original)   A computer-implemented method for providing web-based electronic commerce personalized marketing content to a user, the method comprising the steps of:

defining a personalized web page comprising one or more links to initial product exploration or guided search web pages, the links being based on personalization information for the user;

defining the one or more initial product exploration or guided search web pages, each initial product exploration or guided search web page being determined based on personalization information for the user,

each initial product exploration web page comprising an entry point to a set of exploration web pages defined according to product exploration metaphor technology and the set of said exploration web pages being defined with reference to personalization information for the user, and

each initial guided search web page comprising an entry point to a set of guided search web pages defined according to guided search technology and the set of said guided search web pages being defined with reference to personalization information for the user; and

providing the defined web pages to the user for display in response to requests from the user.

Claim 14 (original) The method of claim 13 in which the personalization information for the user comprises a set of item attributes defined by a personalization system.

Claim 15 (original) The method of claim 14 in which each initial product exploration web page comprises a link to a result page.

Claim 16 (original) The method of claim 15 in which the result page comprises a result list.

Claim 17 (original) The method of claim 16 in which the result list comprises an item attribute table in which attributes of a set of items are grouped to permit comparison by a user.

Claim 18 (original) The method of claim 14 in which the set of guided search web pages comprises web pages corresponding to a subset of potential guided search nodes in a guided search tree, the subset being defined with reference to the personalization information for the user.

Claim 19 (new) A method for delivering marketing content to a user, the method comprising:

    generating a web page comprising a set of links based on personalization information from said user;

    receiving a selection of one of said set of links;

    generating an exploration web page based on said selected one of said set of links, wherein said exploration web page comprises a set of product attributes based on personalization information from said user; and

    receiving a selection of one or more product attributes from said set of product attributes that are of interest to said user.

Claim 20 (new) The method as recited in claim 19 further comprises:

    receiving an indication from said user to show products; and

    generating a results web page in response to receiving said indication from said user to show products, wherein said results web page comprises a product list having information and one or more links to product web pages for products that meet a criteria based on said selection of one or more product attributes.